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<u>ABSTRACT</u>

A method and apparatus is disclosed for providing an improved interface to a caller during the initiation of a VoIP call. The present invention includes placing, by the caller, a request for information regarding a party to be called; returning a URL responsive to the request; and displaying to the caller one or more connection options corresponding to the URL. Additional aspects of the present invention include choosing, by the caller, at least one of the one or more connection options, and placing a call responsive to the one or more connection options chosen by the caller.